

## The Adopting a Creative Economy for Competitive Advantages of Community Enterprises

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**Abstract:** Creative economy is the idea of bringing "cultural assets" (cultural assets-based), both tangible and intangible, combined with "innovation" and "creativity" for commercial use create a product and services of economic value Until it can be said that the concept of creative economy is thinking of building on what has what is. to be more valuable. The objectives of this research were 1. to study the characteristics of creative economy for community enterprises. Pathum Thani Province 2. To study the components of creative economy and competitive advantages for community enterprises. Pathum Thani Province 3. To study the causal influence of creative economy for community enterprises. Pathum Thani Province and 4. To find strengths, weaknesses, opportunities and obstacles of the creative economy for community enterprises. Pathum Thani Province.

This research consists of creative economy concept and the concept of competitive advantage and community enterprise concept including creative economy theory Competitive advantage theory and SWOT theory consist of latent variables in creative economy concepts. Factors that drive the creative economy Operator's attributes Competitive Advantage and marketing success.

**Keywords:** Creative Economy, Competitive Advantage, Community Enterprise

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### 1. Introduction

Creative economy is the idea of bringing "cultural assets" (cultural assets-based), both tangible and intangible, combined with "innovation" and "creativity" for commercial use. Commercialization to create a product and services of economic value Until it can be said that the concept of creative economy is thinking of building on what has what is. to be more valuable. (Prachachat, 2018)

Considering the importance of the creative economy to the growth rate in various regions around the world, creative economies account for approximately 3 percent of the world GDP. 7.4% of GDP contributes to 14.3% of employment in industries and community enterprises in handicrafts, gaming, fashion and furniture industries. In the UK itself Creative industries set a record for the economy in 2017, donating £101.5 billion to the nation's funds. and growing at nearly twice the rate since 2010, the creative economy has proven to be a powerful emerging sector. Digitally strengthened and enhanced services Experts say participation is likely to grow more in a more creative world of the future. (UNTAD, 2021).

From a UNESCO (2013) found that the creative economy contributes to the well-being of communities. It also contributes to helping achieve inclusive and sustainable development, promoting life and local livelihoods in developing countries. For example, the cultural and creative industries in Argentina generate approximately 300,000 jobs and account for 3.5% of GDP, while the country's study, in Morocco, the printing and printing industry promotes employment by 1.8 percent of the labor force. with a turnover of more than 370 million US dollars. and has been increasing steadily since then.

Creative economy at the local level using the product as a base for development Product-based, as can be seen from Oita Prefecture's One Village One Product (OVOP) project. Japan which has 3 main principles in operation, namely 1) focusing on the production of goods and services that Show pride of local culture to be accepted internationally 2) Self-reliance and creation of goods and services that come from the potential of communities and localities, and 3) a strong focus on human resource development. Incentives and behaviors for innovation, which the OVOP is adapted to. It is a model for community and local economic development in many countries around the world. Including Thailand that has been adapted in the implementation of the One Tambon One Product (OTOP) project as well (Phuangprayong, 2018).

This can be said that the creative economy is important, it makes a difference. add value as well as creating differentiation for that industry, the creative economy can thus create a competitive advantage for Thai community enterprises. by having to make a distinction for the products or services of the community enterprises that Thai community enterprises will be able to bring in income create value for society Reduce migration and create sustainability for the community.

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In depth, there are many different types of community enterprises in Ayutthaya because they are the source of many national civilizations since ancient times with their own uniqueness. In addition to being close to the country's administrative and transportation centers, there are many developments that promote transportation, convenient transportation of goods and transfer of technology. But there is still a lack of creative economic development to create competitive advantages. For this reason, researchers are interested in studying and presenting research findings in order to use the research findings to promote and develop community enterprises to be competitive at the national level and to be able to further develop into the international competition.

## **2. Literature Reviews**

### *A. Theories*

Creative economy theory, Howkins (2007) Creative economy is a concept of productivity. (productivity) by applying design to use in products and services. The creative economy therefore combines innovation and design. Design has a broad meaning to form creation. Since the post-industrial revolution, more emphasis is placed on creating patterns. especially when the economic structure has shifted to more services sector. ideas are brought Creativity into the production of goods and services making the creative economy more important.

New ideas that are not money and machines It can be seen as something of a success. Today, the creative economy is the one to revitalize the machinery, service, commerce and even entertainment industries. It will be a change in the matter of place to live, work, learn, think, produce, or even create. new work by relying mainly on personal skills and abilities which may be that we are already familiar with or something new, but the important thing is to change talent. personal in a new way.

Theory of SWOT, the main principle of SWOT is the analysis by surveying two aspects of the situation: the internal situation and the external situation. Therefore, the analysis SWOT therefore can be called a situation analysis (situation analysis), which is an analysis of strengths and weaknesses in order to know oneself (know us), know the environment (know them) clearly, and analyze opportunities - obstacles. Analysis of various factors both outside and inside the organization This will help the management of the organization to be aware of the various changes that occur outside the organization. both what has already happened and the trend of future changes including the impact of these changes on the business organization and the strengths, weaknesses, and capabilities the organization has. This information will be very useful in formulating a vision. Strategic determination and implementation of appropriate corporate organizational strategies. (Chummee and Khammadee, 2021)

### *B. Literatures Reviews*

Local cultural variables, for example, certain goods produced under Japan's OVOP program. Especially the produce Agriculture may seem unlikely to fall into the category of creative commodities, but when examined in detail, it can be seen that many commodities such as Shiitake Mushroom or Kabosu Limes have created "value. increase" to be higher from bringing to be tied to "brand" which here is obvious Including the OVOP project itself, along with the history and reputation of producing that product from the past. and from creating value increase caused by "Creative ideas", for example, in the case of sake or barley beer, it is recommended to drink alongside kabozu lime, which is a product that is known to be from the same locality The product of the OVOP project is not just about the product itself. only tangible but also includes intangible products, which, for example, Special events related to sports and culture which is a reminiscence or revival Local traditions and culture to come back to be known. or to promote development in terms of tourism and exchanging knowledge with a unique locality or endemic natural resources, such as using traditional farming systems or have a hot spring Famous Nature. (Chamchan, 2013)

Difficulty to imitate variable, from the study of Jiramahaphoka (2015) on the difficulty of The imitation was found The issue of cooperation among all stakeholders But it is important to the development of medical tourism. both in the part of entrepreneurs, the government, the private sector, and the people It is important to promote cooperation in various fields, including support from the government in legal and policy matters. Cooperation is required. Integration from all parties to disseminate information tourist attraction Abundant tourism resources including tourism The culture that foreigners are most interested in the study, it was found that the strategy Promotion of tourism in the province. The pilot project with tourism potential in Bangkok, Chiang Mai, Phuket, KhonKaen and Chonburi is a strategy that helps to enhance the tourism potential. good for local tourism Provide opportunities for tourists to know about resources Travel locally and learn and experience the local Thai way of life.

Factors that drive the creative economy, composed of observable variables, consisting of technologically observable variables product demand and tourism.

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### *Technology*

According to a study by Kongrit (2020), technology applied to the creative economy in the Republic of Korea can strengthen the country's economy through technology export strategy. The government has focused on (1) investment in education, or research and development; and (2) investment in infrastructure in information and communication technology (ICT), which both education Research and development plus information and communication technology It is an important factor in building a knowledge-based economy. leading to a creative economy disseminate knowledge and apply knowledge effectively to create economic growth and innovation in learning When analyzing the factors contributing to the success of South Korea from building a knowledge-based economy to a creative economy, it was found that there were four important fundamental supporting factors: (1) having an efficient innovation system at all levels of the country, both at the business level, manufacture Research centers and universities knowledgeable group including public and private organizations that have the ability to procure Knowledge exchange and technological adoption (2) Government support for investment in education or research and development causing the upgrading of the educated population and knowledge/skilled workers which will be a medium for creating, using and distributing knowledge to the economy and society (3) Information and communication technologies that enable people and businesses to access information from all over the world. and synthesize that information Filter it into knowledge that can be applied to benefit the economy.

### *Product demand*

From the study of Budsita (2015) on the demand for product purchases of community enterprises. Kamphaeng Phet Province found that experienced customers purchase of processing products and food products, plants and souvenirs/souvenirs bought as souvenirs. The problem encountered when purchasing products from Kamphaeng Phet Province is that the location is inconvenient. Customers' satisfaction with purchasing products from Kamphaeng Phet Province is at a moderate level. which corresponds to Agricultural report of Kamphaeng Phet Province Problems that occur with community enterprises consist of the group is not yet strong and self-reliant as it should the production capacity of the product is insufficient for the production capacity. The market for selling products has limited channels. Lack of knowledge in marketing management. Developing production to be able to respond to market demands. The members of the group lacked participation. real hand Lack of cooperation networks from outside the enterprise group According to the results of the study of product marketing factors affecting the Product purchase, price, distribution channel. In terms of marketing promotion, all factors influenced purchasing decisions at a moderate level. The components of marketing factors affecting product purchases of community enterprises could be analyzed. Kamphaeng Phet Province 4 important components were able to explain 67.31 percent of the variability of marketing factors affecting the purchase of products. The most important is the component marketing promotion.

### *Travel*

In view of the concept of creative economy with tourism and Creative behavior as a guideline for organization or system development economy in different countries not limited to the city area only but also to develop a creative economy at the local and community level (creative rural economy) by using area-based or place-based development such as Soho in England, which is the home of creative television, advertising and film groups, which is characterized as a place to relax for those who love art, literature and music, as well as a collection of restaurants, theatre, music performances and rooms. art show able to attract Many tourists and create a network linking to other related industries. (Puangprayong, 2018)

Marketing success variable, factors of marketing success of community enterprises in Surin province found that most community enterprise members see that their community enterprises have not been successful in operating Because there is still uncertain marketing, sales volume has decreased, the group is still not strong. Lack of cooperation among group members If it is an enterprise that produces agricultural products Productivity depends on the season, weather, water, etc., causing the production to be discontinued. and some products have not received product standard along with lack of knowledge and understanding in group management, marketing and loss of assets to be used for operations or as working capital of the group. In addition, the informants saw that the factors that caused the community enterprises Success is the unity of the group members. have cooperation love the profession There is good group management. because the board is strong Members are involved in group management. have an account the product is standard. (Suwanphusit, 2021 and Chummee, Khammadee, 2021)

### 3. Conceptual framework

A study by Rosyadi, et. al. (2020) found that there was a positive direct influence between the following variables are the concept of creative economy. Factors that drive the creative economy local culture Difficulty in copying and marketing success and also found an indirect relationship between these variables respectively.

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Moreover, influence among variables in marketing success and competitive advantage from a study by Nakkasem and Phasunon (2018), found that it directly influenced in a positive way similar to the study by Sangworn (2014) which found a correlation between such variables in a positive relation.

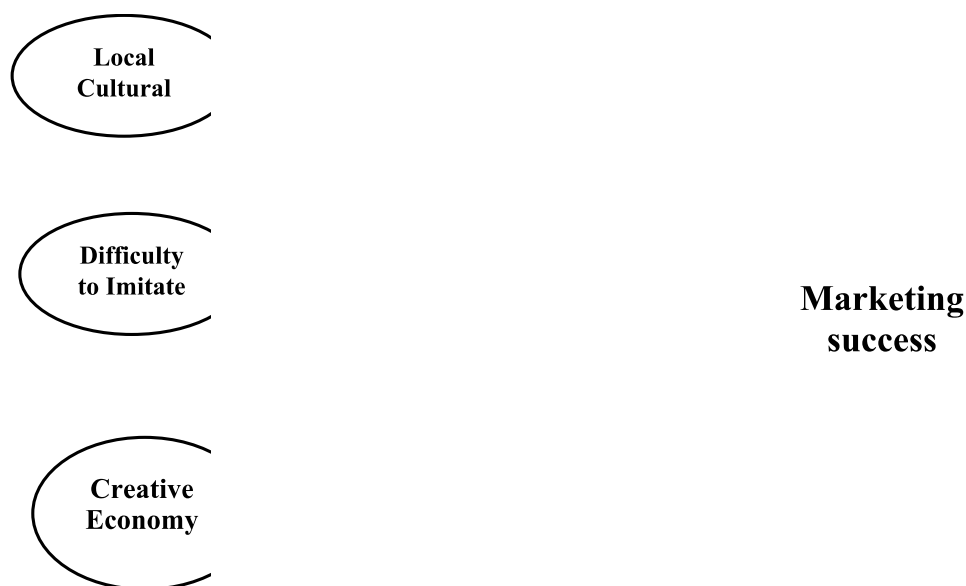


Figure1: Conceptual Framework

### 3. Conclusion

Creative economy is the idea of bringing "cultural assets" (cultural assets-based), both tangible and intangible, combined with "innovation" and "creativity" for commercial use create a product and services of economic value Until it can be said that the concept of creative economy is thinking of building on what has what is. to be more valuable. The objectives of this research were 1. to study the characteristics of creative economy for community enterprises. Pathum Thani Province 2. To study the components of creative economy and competitive advantages for community enterprises. Pathum Thani Province 3. To study the causal influence of creative economy for community enterprises. Pathum Thani Province and 4. To find strengths, weaknesses, opportunities, and obstacles of the creative economy for community enterprises. Pathum Thani Province.

This research consists of creative economy concept and the concept of competitive advantage and community enterprise concept including creative economy theory Competitive advantage theory and SWOT theory consist of latent variables in creative economy concepts. Factors that drive the creative economy Operator's attributes Competitive Advantage and marketing success. It also includes influences between different groups of variables, conceptual frameworks used in research. and hypotheses used in research It was found that there was a positive direct influence between the following variables: creative economy concepts; factors that drive the creative economy local culture Difficulty in copying and marketing success and also found an indirect relationship between these variables respectively.

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